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Ashley Bigbee

Multimedia Scholar and Entrepreneur

Dear Hiring Manager,

I am writing to express my interest in this opportunity after discovering the role through my search for positions that blend storytelling, culture, and strategic communications. I am especially drawn to your organization's commitment to creating meaningful, audience-centered content, as it directly aligns with my goal of using media to amplify voices and shape impactful narratives. With a background in journalism, digital media production, and corporate communications, I bring both a creative eye and a strategic mindset, and I am excited about the opportunity to contribute to a team that values innovation and influence.

As Director of Photography and Staff Writer for *The Famuan*, I have led high-impact storytelling initiatives, including producing visual content for Essence Magazine during Florida A&M University's Homecoming—an experience that required both cultural awareness and precision under pressure. In my role with Florida A&M University's Department of Athletic Communications, I played a key part in executing digital content strategies that drove over 353,000 social media interactions and contributed to a top-10 national ranking in FCS football engagement. Additionally, as a Corporate Communications Fellow with the Oklahoma City Thunder, I strengthened my ability to operate in a fast-paced, professional environment by drafting press materials, supporting cross-functional campaigns, and helping elevate internal and external communications. Across each of these roles, I have consistently combined creativity with data-driven strategy to produce content that not only resonates but performs.

I am eager to bring my experience in storytelling, digital strategy, and communications to your team, along with a strong work ethic and a commitment to excellence. I am confident in my ability to contribute fresh perspective, measurable impact, and a deep understanding of audience engagement. Thank you for your time and consideration, I look forward to the opportunity to contribute to your organization's continued success.

Sincerely,

Ashley Bigbee

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